

# KSCPA STRATEGIC PLAN 2023-2024



## VISION

To be an inclusive community that connects, innovates, advocates, and learns.

## MISSION

The KSCPA is dedicated to supporting and developing its members while promoting the accounting profession.

## DIVERSITY AS A CORE THREAD

Does the decision-making table have diverse representation?

Are we cultivating a sense of belonging?

Are we partnering with diversity organizations?

Are we expanding our DE&I education?

## CONNECT

PEOPLE FEEL A DEEP SENSE OF BELONGING & EXPERIENCE EASY & MEANINGFUL ENGAGEMENT.

**Enhance Member Experience:** Develop a communication strategy to create a sense of connectivity and highlight what the KSCPA is providing and what they are missing if they are not engaged (FOMO). Use different methods to promote KSCPA “wins.” Track organization event engagement and explore opportunities to reward those who are supporting the KSCPA through engagement (discounts, recognition, etc.)

**Leadership Program for Future Readiness:** Continue the L2F program for 2023-2024. Investigate the future design of the L2F program utilizing current and past participants as a focus group to help refine model.

## INNOVATE

RESPOND TO PROFESSION TRENDS ON THE HORIZON & EMBRACE NEW PRACTICES FOR FUTURE SUCCESS.

**Grow Sponsorship:** Investigate related partners: banks, accounting software companies, CFPs, attorneys, insurance, and PEOs. See what other societies do and use board members' relationships to connect to potential sponsors. Grow revenue from sponsors and partners to help offset membership drop-off.

**Explore Broadening KSCPA Membership:** Research and contemplate a plan to broaden membership class to include non-CPA financial professionals. Join forces with like-minded groups to collaborate and broaden KSCPA reach.

## ADVOCATE

PROMOTE ACCOUNTING & PROTECT THE CPA PROFESSION THROUGH LEGISLATIVE INFLUENCE AS A TRUSTED RESOURCE.

**Be a Voice for Kansas CPAs:** Continue to monitor critical issues & work with legislators & regulators to provide expertise. Meet with Advocate TF to discuss expectations for the next session & start planning during Fall 2023.

**Collaborate with KS Dept. of Revenue:** Maintain a productive relationship with KDOR Secretary & staff. Continue to meet regularly on technical issues and trending issues.

## LEARN

THE INTELLECTUAL HOME FOR SOLUTIONS, BEST PRACTICES, & CPE, IN PARTNERSHIP WITH EDUCATORS AND CHAPTERS.

**Expand Accounting Career Kick-start Program:** Continue to host the INSPIRE Business Camp October 2023. Create out a CPA & Board ambassador program to get into high school classes to provide early exposure and promotion of the profession. Work with high school-focused orgs, like Youth Entrepreneurs, to promote and enhance INSPIRE Business Camp. Refocus the Develop Learning Center to get DLC content into classrooms by collaborating with high school teachers and college educators.